A9055-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF OCTOBER 1990

37 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1990	514.2	-8.6	-1.6			
1989	522.8	+92.4	+21.5			
1988	430.4					
CUMULATIVE YTD						
1990	3514.6	-53.0	-1.5			
1989	3567.6	+290.0	+8.8			
1988	3277.6					
ORDERS RECEIVED	UNCONFIRMED ORDERS ARE NOT INCLUDED CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS					
MONTH						
1990	77.3	-14.4	-15.7			
1989	91.7	-58.7	-39.0			
1988	150.4					
CUMULATIVE YTD						
1990	3879.0	+10.5	+0.3			
1989	3868.5	+353.9	+10.1			
1988	3514.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

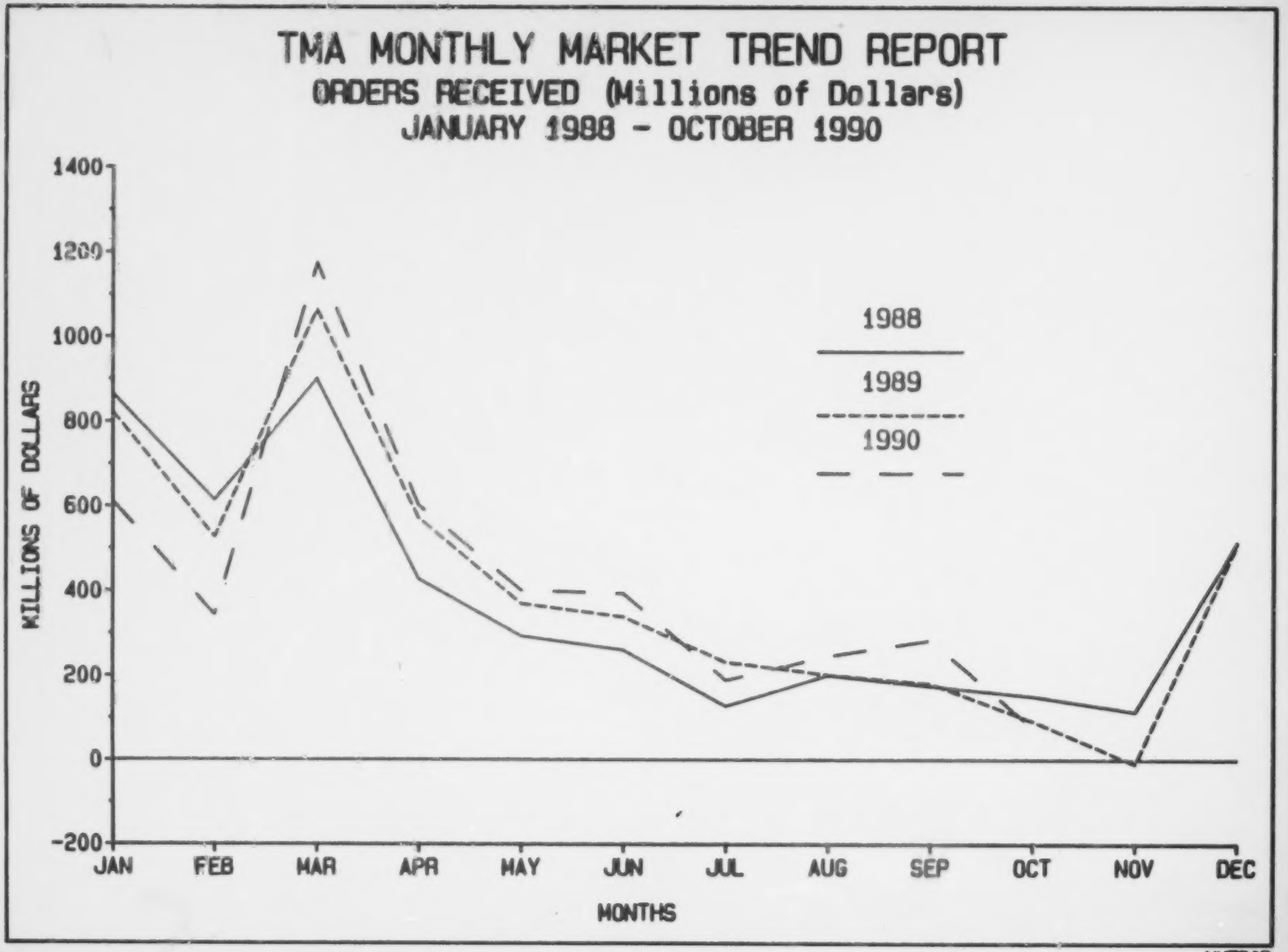
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(37 MANUFACTURER BASE)
DOLLAR TREND BY MONTH OCTOBER 1990 (MILLIONS)

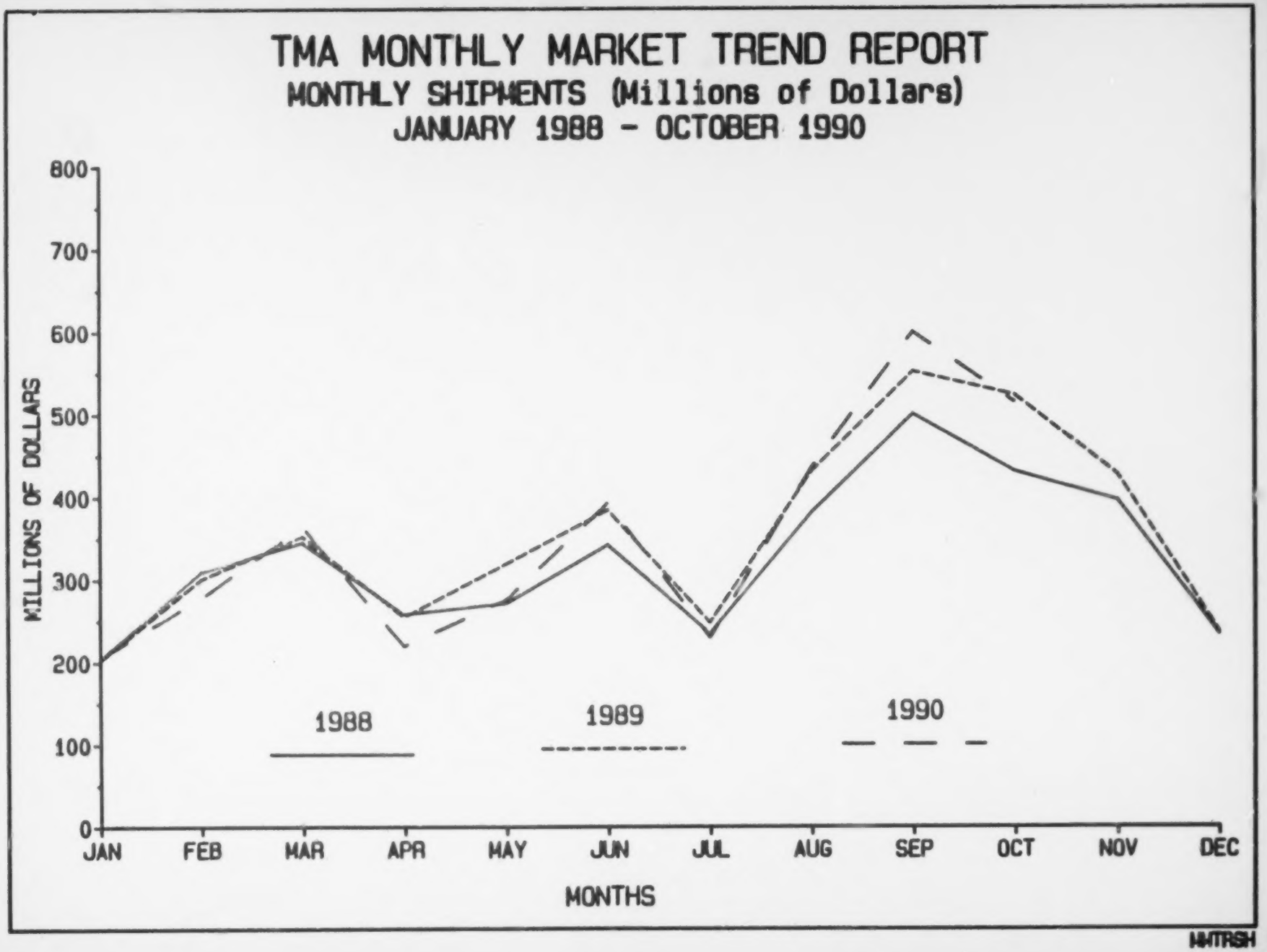
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	10 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9	599.5	514.2			351.5
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	356.8
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9	3000.4	3514.6			
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1	283.1	77.3			431.9
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	439.6
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6	3920.9	3879.0			
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8	119.2			44.0
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	53.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2	1462.0	905.9			1656.2
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1804.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.7

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - OCTOBER 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
HAITRAC


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - OCTOBER 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
HMTRSH

37 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYSKOOL
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO